Global Horizon
TRAINING CENTER

Training Course:
Customer Focused Management

7 - 11 December 2026
Milan (Italy)

Training Course:
Customer Focused Management

Training Course code: MA1141 From: 7 - 11 December 2026 Venue: Milan (Italy) - Training Course Fees: 5775 Euro

Introduction

In today's competitive and customer-driven marketplace, organizations must place the customer at the center of their strategies, operations, and culture. Customer-focused management is essential for delivering consistent value, building strong relationships, and achieving long-term success.

This program, developed by Global Horizon Training Center, equips participants with the knowledge and practical tools required to lead and manage with a customer-centric approach. It focuses on aligning organizational processes, people, and performance with customer expectations to enhance satisfaction, loyalty, and business growth.

Participants will gain insights into how to create a culture of service excellence, manage customer experiences effectively, and implement systems that support continuous improvement in customer satisfaction.

Course Objectives

By the end of this program, participants will be able to:

- Understand the principles of customer-focused management
- Align organizational strategies with customer needs and expectations
- Develop and implement customer service standards
- Enhance customer experience across all touchpoints
- Measure and monitor customer satisfaction and performance
- Improve communication and relationship management with customers
- Manage customer feedback and complaints effectively
- Foster a culture of continuous improvement and service excellence

Target Audience

This program is designed for:

- Managers and Department Heads
- Customer Service and Experience Managers
- Team Leaders and Supervisors
- Sales and Marketing Professionals
- Operations and Administrative Managers
- Public Sector and Government Service Providers
- Professionals responsible for customer satisfaction and engagement

Outline

Day 1: Foundations of Customer-Focused Management

- Understanding Customer-Centric Organizations
- The Importance of Customer Focus in Business Success
- Identifying Customer Needs and Expectations
- Customer Journey Mapping
- Building a Customer-Centric Culture
- Case Studies on Customer Excellence

Day 2: Customer Experience and Service Design

- Designing Customer-Centric Processes
- Managing Customer Touchpoints
- Service Quality Models SERVQUAL
- Enhancing Customer Experience CX
- Personalization and Customer Engagement
- Digital Customer Experience Strategies

Day 3: Communication and Relationship Management

- Effective Customer Communication Techniques
- Building Trust and Long-Term Relationships
- Handling Customer Feedback and Complaints
- Service Recovery Strategies
- Emotional Intelligence in Customer Interactions
- Managing Difficult Customers

Day 4: Performance Measurement and Improvement

- Measuring Customer Satisfaction CSAT, NPS, KPIs
- Data Collection and Analysis
- Continuous Improvement in Customer Service
- Benchmarking and Best Practices
- Aligning Customer Metrics with Business Goals
- Using Feedback for Service Enhancement

Day 5: Leadership and Sustaining Customer Focus

- Leadership Role in Customer-Focused Management
- Training and Developing Customer Service Teams
- Motivating and Empowering Employees
- Embedding Customer Focus into Organizational Strategy
- Change Management for Customer-Centric Transformation
- Developing Action Plans for Customer Excellence

Registration form on the Training Course: Customer Focused Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.